

Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T706-11

APPLN NO.

09/807,887

## INFORMATION DISCLOSURE CITATION

APPLICANT

ELDERING

FILING DATE

19 APRIL 2001

GROUP

2152

(Use several sheets if necessary)

## U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FE	AFF	4	9	7	2	5	0	4	11/90	Daniel, Jr. et al.	455	2	
FE	AGG	5	2	0	1	0	1	0	04/93	Deaton et al.	382	7	
FE	AHH	5	2	3	7	6	2	0	08/93	Deaton et al.	382	7	
FE	AII	5	3	0	5	1	9	6	04/94	Deaton et al.	364	401	
FE	AJJ	5	3	1	5	0	9	3	05/94	Stewart	235	381	
FE	AKK	5	3	2	7	5	0	8	07/94	Deaton et al.	382	7	
FE	ALL	5	3	3	1	5	4	4	07/94	Deaton et al.	364	401	
FE	AMM	5	3	8	8	1	6	5	02/95	Deaton et al.	382	7	
FE	ANN	5	4	3	0	6	4	4	07/95	Deaton et al.	364	401	
FE	AOO	5	4	4	8	4	7	1	09/95	Deaton et al.	364	401	
FE	APP	5	5	5	9	5	4	9	09/96	Hendricks et al.	348	6	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
FE	BL	9	4	2	3	3	8	3	10/94	WO				
FE	BM	9	7	2	6	6	1	2	07/97	WO				
FE	BN	9	8	3	4	1	8	9	08/98	WO				
FE	BO	9	9	6	5	2	3	7	12/99	WO				

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER

*Krantz Coby*

DATE CONSIDERED

*1/13/06*

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FE	AQQ	5	6	2	1	8	1	2	04/97	Deaton et al.	382	100	
FE	ARR	5	6	3	8	4	5	7	06/97	Deaton et al.	382	100	
FE	ASS	5	6	4	2	4	8	5	06/97	Deaton et al.	395	214	
FE	ATT	5	6	4	4	7	2	3	07/97	Deaton et al.	395	214	
FE	AUU	5	6	4	9	1	1	4	07/97	Deaton et al.	395	214	
FE	AVV	5	6	5	9	4	6	9	08/97	Deaton et al.	395	214	
FE	AWW	5	7	6	1	6	6	2	06/98	Dasan	707	10	
FE	AXX	5	9	7	0	4	6	9	10/99	Scroggie et al.	705	14	
FE	AYY	5	9	7	4	3	9	6	10/99	Anderson et al.	705	10	
FE	AZZ	5	6	7	5	6	6	2	10/97	Deaton et al.	382	137	
FE	A1A	5	9	9	1	7	3	5	11/99	Gerace	705	10	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

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EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
RE	A1B	6	0	0	5	5	9	7	12/99	Barrett et al.	348	1	
RE	A1C	6	0	1	4	6	3	4	01/00	Scroggie et al.	705	14	
RE	A1D	6	0	2	6	3	7	0	02/00	Jermyn	705	14	
RE	A1E	6	0	5	5	5	7	3	04/00	Gardenswartz et al.	709	224	
RE	A1F	6	1	0	8	6	3	7	08/00	Blumenau	705	7	
RE	A1G	6	1	3	4	5	3	2	10/00	Lazarus et al.	705	14	
RE	A1H	6	1	6	0	9	8	9	12/00	Hendricks et al.	455	4.2	
RE	A1I	6	1	8	5	5	4	1	02/01	Scroggie et al.	705	14	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

*(Use as many sheets as necessary)*

Sheet	1	of	2
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**Complete if Known**

Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	1706-11

## U. S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

[illegible]

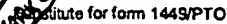
Examiner Signature	<i>Francis Eby</i>	Date Considered	1/13/06
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07/22/04



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Sheet	2	of	2
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**Complete if Known**

<b>Application Number</b>	09/807,887
<b>Filing Date</b>	19 APR 2001
<b>First Named Inventor</b>	ELDERING
<b>Art Unit</b>	2171
<b>Examiner Name</b>	SANTOS, PATRICK JD
<b>Attorney Docket Number</b>	T706-11

<b>Examiner Initials*</b>	<b>Cite No.<sup>†</sup></b>	<b>Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.</b>	<b>T<sup>2</sup></b>
<i>FE</i>	CG	GALLAGHER et al A Framework for Targeting Banner Advertising on the Internet, System Sciences, January 1997, Proceedings of the 30th Hawaii International Conference. Vol 4, pages 265-274.	
<i>FE</i>	CH	MCCANDLESS. Web Advertising, IEEE Intelligent Systems. June 1998. Vol. 13. pages 8-9	
<i>FE</i>	CI	CHANG et al. In Exchange for Consumer Information on the Internet: The Economics and Issues. System Sciences, January 1998., Proceedings of the 31st Hawaii International Conference. Vol 4, pages 533-542.	
		<b>RECEIVED</b>	
		AUG 0 2 2004	
		<u>Technology Center 2100</u>	

**Examiner  
Signature**

Date  
Considered

1/13/06

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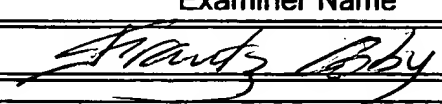
07/22/04

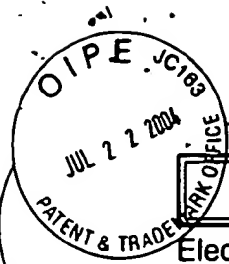


# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer Profiling and Advertising Selection System						
Application Number: 09/807887							
Confirmation Number: 5900							
First Named Applicant: Charles Eldering							
Attorney Docket Number: T706-11					<b>RECEIVED</b>		
Art Unit: 2171					AUG 26 2004		
Examiner: Patrick JD Santos					Technology Center 2100		
Search string: ( 5754939 or 6216129 or 6298348 or 6560578 or 5661516 ).pn.							
<b>US Patent Documents</b>							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FE	1	5754939	1998-05-01	HERZ			
FE	2	6216129	2001-04-01	ELDERING			
FE	3	6298348	2001-10-01	ELDERING			
FE	4	6560578	2003-05-01	ELDERING			
FE	5	5661516	1997-08-01	CARLES			
<b>Signature</b>							
Examiner Name				Date			
				4/13/06			



# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18  
Stylesheet Version v18.0

Title of  
Invention

Consumer Profiling and Advertisement Selection System

Application Number: 09/807887



Confirmation Number: 5900

First Named Applicant: Charles Eldering

Attorney Docket Number: T706-11

Art Unit: 2171

Examiner: Patrick JD Santos

Search string: ( 5724521 or 5761662 or 5978799 or 5604542  
or 6009410 or 6038591 or 5848396 or  
5933811 ).pn.

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Technology Center 2100

## US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FE	1	5724521	1998-03-03	DEDRICK			
FE	2	5761662	1998-06-02	DASAN			
FE	3	5978799	1999-11-02	HIRSCH			
FE	4	5604542	1997-02-18	DEDRICK			
FE	5	6009410	1999-12-28	LEMOLE			
FE	6	6038591	2000-03-14	WOLFE			
FE	7	5848396	1998-12-08	GERACE			
FE	8	5933811	1999-08-03	ANGLES			

Signature

Examiner Name	Date
<i>Frank J. Coby</i>	1/13/06

PTO/SB/08A (08-03)

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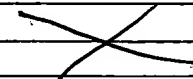
**Complete if Known**

Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

## U. S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>2</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (If known)				
FC	BP	WO9717774	05-15-1997	PARK		
FC	BQ	W09966719	12-23-1999	ZIGMOND		

Examiner Signature	<i>Hantz Gby</i>	Date Considered	1/13/06
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PTO/SB/08A (08-03)

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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**Complete if Known**

Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

Sheet 1 of 2

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
KE	AAB	US- 4930011	05/29/1990	Kiewit; David A.	
KE	AAC	US- 5099319	03/24/1992	Esch; Arthur G.	
KE	AAD	US- 5758257	05/26/1998	Herz; Frederick et al	
KE	AAE	US- 5918014	06/29/1999	Robinson; Gary B.	
KE	AAF	US- 5930764	07/27/1999	Melchione, Anthony T.	
KE	AAG	US- 6009409	12/28/1999	Adler; Micah A.	
KE	AAH	US- 6084628	07/04/2000	Sawyer; Francois	
KE	AAI	US- 20030088872	05/08/2003	Maissel, Jonathan et al	
		US-			
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**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	†
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
	BR					

Examiner  
Signature*Patrick J. Santos*Date  
Considered

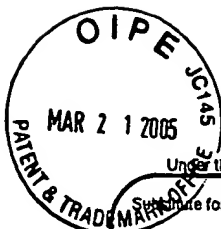
1/13/06

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03-17-05



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		Application Number	09/807,887
		Filing Date	19 APRIL 2001
		First Named Inventor	ELDERING, CHARLES A.
		Art Unit	2161
		Examiner Name	SANTOS, PATRICK JD
Sheet 2	of 2	Attorney Docket Number	T706-11

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
FL	CJ	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
FL	CK	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

Examiner Signature	<i>Howard Coby</i>	Date Considered	1/13/06
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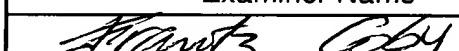
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03-17-05

# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer Profiling and advertisement selection system						
<p>Application Number : 09/807887 </p> <p>Confirmation Number: 5900</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T706-11</p> <p>Art Unit: 2161</p> <p>Examiner: Patrick JD Santos</p> <p>Search string: ( 5796952 or 6643696 or 20020099812 ).pn</p>							
<b>US Patent Documents</b>							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5796952	1998-08-18	DAVIS	—	—	—
FC	2	6643696	2003-11-04	DAVIS	—	—	—
<b>US Published Applications</b>							
Note: Applicant is not required to submit a paper copy of cited US Published Applications							
init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
FC	1	20020099812	2002-07-25	DAVIS	—	—	—
<b>Signature</b>							
Examiner Name				Date			
				4/13/06			

PTO/SB/08A (06-03)

Approved for use through 07/31/2006, OMB 0851-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 1

**Complete if Known**

Application Number	09/807,887
Filing Date	04/19/2001
First Named Inventor	Eldering, Charles
Art Unit	2152
Examiner Name	Santos, Patrick JD
Attorney Docket Number	T706-11

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.†	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code* (if known)			
FL	AAJ	US- 6266849	07/24/2001	Linden, Gregory D. et al.	
		US-			
		US-			
		US-			
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		US-			
		US-			

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No.†	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear
		Country Code* Number* Kind Code* (if known)			

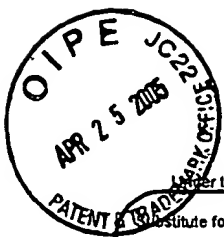
Examiner Signature	<i>Frank J. Gaby</i>	Date Considered	1/13/06
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. †Applicant's unique citation designation number (optional). ‡See Kind Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. \* Enter Office that issued the document by the two-letter code (WIPO Standard ST.3). \* For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. † Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. \* Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1430, Alexandria, VA 22313-1430. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1430, Alexandria, VA 22313-1430.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-766-9199) and select option 2.

04/07/2005



PTO/SB/08B (08-03)  
Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)	<b>Complete if Known</b>		
	Application Number	09/807,887	
	Filing Date	19 APRIL 2001	
	First Named Inventor	ELDERING, CHARLES A.	
	Art Unit	2161	
	Examiner Name	SANTOS, PATRICK JD	
Sheet 1	of 1	Attorney Docket Number	T706-11

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
FL	CL	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	

Examiner Signature	<i>Santos Goby</i>	Date Considered	1/13/06
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

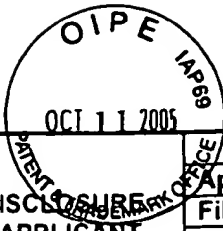
04-21-05

# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer profiling and advertisement selection system						
<p>Application Number : 09/807887 </p> <p>Confirmation Number: 5900</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T706-11</p> <p>Art Unit: 2161</p> <p>Examiner: Patrick JD Santos</p> <p>Search string: ( 5835087 or 6571279 or 6029195 or 5754938 or 5351075 or 20030037041 or 20010014868 ).pn</p>							
<b>US Patent Documents</b>							
<b>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</b>							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
<i>PC</i>	1	5835087	1998-11-10	Herz			
<i>PC</i>	2	6571279	2003-05-27	Herz			
<i>PC</i>	3	6029195	2000-02-22	Herz			
<i>PC</i>	4	5754938	1998-05-19	Herz			
<i>PC</i>	5	5351075	1994-09-27	Herz			
<b>US Published Applications</b>							
<b>Note: Applicant is not required to submit a paper copy of cited US Published Applications</b>							
init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
<i>PC</i>	1	20030037041	2003-02-20	Hertz			
<i>PC</i>	2	20010014868	2001-08-16	Herz			
<b>Signature</b>							
Examiner Name				Date			
<i>Patrick JD Santos</i>				<i>1/13/06</i>			



Form PTO/SB/08A		Complete if Known		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/807,887	
		<b>Filing Date</b>	19 APRIL 2001	
		<b>First Named Inventor</b>	Eldering, Charles	
		<b>Group Art Unit</b>	2161	
		<b>Examiner Name</b>	Frantz Coby	
<b>Sheet</b>	1 of 1	<b>Attorney Docket Number</b>	T706-11	
<b>U.S. PATENT DOCUMENTS</b>				
Exr Initials	U.S. Patent Document Number	Kind Code (if known)	Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
FC	US6327574		Kramer; Glenn A.	12-2001
FC	US6236978		Tuzhitiin; Alexander S.	05-2001
FC	US6160570		Sitnik; Eran	12-2000
FC	US5926205		Krause; Edward A.	07-1999
FC	US5786845		Tsuria; Yossi	07-1998
FC	US5740549		Reilly; James P.	04-1998
FC	US5704017		Heckerman; David E.	12-1997
FC	US5636346		Saxe; Andrew N. G.	06-1997
FC	US5632007		Freeman; Michael J.	05-1997
FC	US4258386		Cheung; Shiu H.	03-1981
FC	US20020194058		Eldering, Charles A.	12-2002
FC	US20020095676		KNEE, ROBERT A.	07-2002
FC	09/857,256		Eldering; Charles A.	
FC	09/635,542		Eldering, Charles A.	
FC	09/635,539		Eldering, Charles A.	
FC	09/591,577		Eldering, Charles A.	
FC	09/516,983		Eldering, Charles A.	
FC	09/205,119		Eldering, Charles A.	
FC	09/204,888		Eldering, Charles A.	

<b>FOREIGN PATENT DOCUMENTS</b>						
Exr Initials	Country Code	Foreign Patent Document Number	Kind Code (if known)	Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T <sub>1</sub>
FC	WO	0065237A1		Johnson, Kenneth, Alan	11-2000	
FC	WO	0013434A2		Daum; Steven, B.	03-2000	
FC	CA	2323166		Basco, Stephen	04-2001	

<b>OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS</b>				
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.			T <sub>1</sub>
FC	Product Literature, Imgis, "AdForce", Copyright 1998, 5 pgs.			T
FC	Product Literature, Engage Technologies, "Engage. Discover", Copyright 1997, 13 pgs.			T
FC	Marketing Literature, FireFly Corporation, "Firefly Passport", 8 pgs			T
FC	Marketing Literature, Matchlogic Services, "Matchlogic, Inc.", 2 pgs.			T
FC	Marketing Literature, Broadvision, "The Power of Personalization", 3 pgs.			T
FC	Marketing Literature, Media Metrix, "Frequently Asked Questions", 2 pgs.			T
FC	Net Perceptions Corporation, White Papers, "Adding Value in the Digital Age", 11 pgs.			T
FC	Product Literature, Netgravity, Inc., "AdServer 3", 6 pgs.			T
FC	Product Data Sheet, Open Sesame, "learn Sesame", 3 pgs			T
FC	Product Literature, Aptex Software, Inc., "SelectCast for Commerce Servers", 2 pgs.			T
FC	Product Literature, APtex Software, Inc., "SelectCast for Ad Servers", 2 pgs.			T

Examiner Signature	<i>Frantz Coby</i>	Date Considered	1/13/06
10/01/05			

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

09/807887  
JUL 19 2001 PCT/PTO 19 APR 2001



Form PTO-1449 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T706-11	INT. APPLN NO. PCT/US99/28628
INFORMATION DISCLOSURE CITATION  (Use several sheets if necessary)		APPLICANT ELDERING	
		INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FE	AA	4 5 4 6 3 8 2	10/85	McKenna et al.	358	84	
FE	AB	4 8 8 3 3 0 8	05/89	Humble	235	383	
FE	AC	5 1 2 8 7 5 2	07/92	Von Kohorn	358	84	
FE	AD	5 1 5 5 5 9 1	10/92	Wachob	358	86	
FE	AE	5 2 2 3 9 2 4	06/93	Strubbe	358	86	
FE	AF	5 2 2 7 8 7 4	07/93	Von Kohorn	358	84	
FE	AG	5 2 3 1 4 9 4	07/93	Wachob	358	146	
FE	AJ	5 2 8 5 2 7 8	02/94	Holman	358	142	
FE	AK	5 4 1 0 3 4 4	04/95	Graves et al.	348	1	
FE	AL	5 4 4 6 9 1 9	08/95	Wilkins	455	6.2	
FE	AM	5 5 1 5 0 9 8	05/96	Carles	348	8	

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION
							YES NO
FE	BA	9 7 1 2 4 8 6	04/97	WO			
FE	BB	9 7 4 1 6 7 3	11/97	WO			
FE	BC	9 8 2 1 8 7 7	05/98	WO			
FE	BD	9 8 2 8 9 0 6	07/98	WO			
FE	BE	9 9 0 1 9 8 4	01/99	WO			

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

FE	CA	Product literature, Aptex Software Inc., "SelectCast for Commerce Servers," printed from <a href="http://www.aptex.com/products-selectcast-commerce.htm">http://www.aptex.com/products-selectcast-commerce.htm</a> on 06/30/98; 9pp.
	CB	Product literature, DoubleClick, "Dynamic Advertising Reporting and Targeting (DART)," printed from <a href="http://www.doubleclick.net/dart">http://www.doubleclick.net/dart</a> on 06/19/98; 16pp.
FE	CC	Product literature, Imgis, "Ad Force," printed from <a href="http://www.starpt.com/core">http://www.starpt.com/core</a> on 06/30/98; 5pp.
	CD	Product Literature, AdForce, "AdForce Strategic Partners", printed from <a href="http://www.adforce.com/home/cust3 part.htm">http://www.adforce.com/home/cust3 part.htm</a> on 03/27/00; 2pp.
FE	CE	Press Release, AdForce, "AdForce Introduces AdForce Everywhere: Advertising, Marketing & Promotions Wherever a Digital Signal Can Be Sent", printed from <a href="http://biz.yahoo.com/bw/000327/ca adforce 1.htm">http://biz.yahoo.com/bw/000327/ca adforce 1.htm</a> on 03/27/00; 3pp.
	CF	IEEE Paper, "Netvertising: content-based subgeneric variations in a digital genre" by Fortanet, I., Palmer, J. and Posteguillo, S. 06/98, 12pp.

EXAMINER <i>Franky Coby</i>	DATE CONSIDERED <i>1/13/06</i>
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EXAMINER: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



09/807887  
JUL 19 2001 REC'D PCT/PTO 19 APR 2001

Form <del>PTO</del> 609 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO.	INT. APPLN NO.
		T706-11	PCT/US99/28628
		APPLICANT ELDERING	
INFORMATION DISCLOSURE CITATION  (Use several sheets if necessary)		INT. FILING DATE	GROUP
		02 DEC 1999	UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FL	AN	5	5	9	2	5	6	0		01/97	Deaton et al	382	100	
FL	AO	5	6	1	9	7	0	9		04/97	Caid et al	395	794	
FL	AP	5	6	8	7	3	2	2		11/97	Deaton et al	395	214	
FL	AQ	5	7	5	8	2	5	9		05/98	Lawler	455	5.1	
FL	AR	5	7	6	1	6	0	1		06/98	Nemirofsky et al	455	3.1	
FL	AS	5	7	7	4	1	7	0		06/98	Hite et al	348	9	
FL	AT	5	7	7	4	8	6	8		06/98	Cragun et al	705	10	
FL	AU	5	7	9	4	2	1	0		08/98	Goldhaber et al	705	14	
FL	AV	5	8	3	2	4	5	7		11/98	O'Brien et al	705	14	
FL	AW	5	9	4	8	0	6	1		09/99	Merriman et al	709	219	
FL	AX	5	9	7	4	3	9	9		10/99	Giuliani et al	705	14	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
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FL	BH	0	0	0	8	8	0	2	02/00	WO				
FL	BI	0	0	1	4	9	5	1	03/00	WO				
FL	BJ	0	0	3	3	2	2	4	06/00	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER <i>Stawitz</i>	DATE CONSIDERED <i>1/13/06</i>
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



09/807887  
JC03 Rec'd PCT/PTO 19 APR 2001

Form PTO-1449 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. T706-11	INT. APPLN NO. PCT/US99/28628
INFORMATION DISCLOSURE CITATION  (Use several sheets if necessary)		APPLICANT ELDERING	
		INT. FILING DATE 02 DEC 1999	GROUP UNKNOWN

U.S. PATENT DOCUMENTS

EXR INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
FE	AY	5	9	7	7	9	6	4	11/99	Williams et al	345	327	
FE	AX	6	0	1	2	0	5	1	01/00	Sammon, Jr. et al	706	52	
FE	AAA	6	0	2	0	8	8	3	02/00	Herz et al	345	327	
FE	ABB	6	0	3	5	2	8	0	03/00	Christensen	705	14	
FE	ACC	6	0	8	8	7	2	2	07/00	Herz et al	709	217	
FE	ADD	6	1	1	9	0	9	8	09/00	Guyot et al	705	14	
FE	AEE	6	1	7	7	9	3	1	01/01	Alexander et al	345	327	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
FE	BK	0	0	5	4	5	0	4	09/00	WO				


OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER <i>Krantz Coby</i>	DATE CONSIDERED <i>1/13/06</i>
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Consumer Profiling and Advertisement Selection System						
<p>Application Number : 09/807887 </p> <p>Confirmation Number: 5900</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T706-11</p> <p>Art Unit: 2161</p> <p>Examiner: Frantz Coby</p> <p>Search string: ( 5805974 or 6002393 ).pn</p>							
<b>US Patent Documents</b>							
<b>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</b>							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5805974	1998-09-08	HITE			
FC	2	6002393	1999-12-14	BEAUREGARD			
<b>Signature</b>							
Examiner Name				Date			
Frantz Coby				1/13/06			